

### Abstract of the Disclosure

An advertisement selection and delivery system for selecting  
5 advertisements based on profile information and rendering the  
advertisements as accessible to a user operating a network-capable appliance  
connected to a data-packet-network is provided. The system comprises, a  
first server node connected to the network, the first server node functioning  
10 as a user access point on the network, a mass storage repository accessible  
to the first server node, the repository for storing and serving user profile  
data, a second server node connected to the network, the second server node  
for generating user preference data, at least one advertisement server  
connected to the network, the advertisement server for serving  
15 advertisement data, a software application for generating user preference  
lists and performing advertisement selection and at least one network-  
capable appliance connected to the network the network-capable appliance  
for receiving the advertisement data. A user operating the network-capable  
appliance accesses the first server node and receives the advertisement data,  
20 the advertisement data selected for service by matching the user preference  
data to stored advertisements and rendered accessible to the user during the  
time of user access to the system from the network-capable appliance.